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Approved for use through 10/31/2002. OMB 0651-0032

Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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UTILITY PATENT APPLICATION TRANSMITTAL (Only for new nonprovisional applications under 37 CFR 1.53(b))	39 P
Attorney Docket No. 005306.P022 (maximum 12 characters) First Named Inventor Fuad Rashid Title: CONFIGURATION OF DISPLAYS FOR TARGETED USER COMMUNITIES	1979 U.S 09/8847 09/8847
Express Mail Label No. EL429890661US	

Assistant Commissioner for Patents ADDRESS TO: **Box Patent Application**

	Washington, D. C. 20231						
APPLICATION E See MPEP chap	LEMENTS ter 600 concerning utility patent application contents.						
1. <u>X</u>	Fee Transmittal Form (e.g., PTO/SB/17) (Submit an original, and a duplicate for fee processing)						
2	Applicant Claims Small Entity Status. (37 CFR 1.27)						
	Specification (Total Pages						
4. <u>X</u>	Drawings(s) (35 USC 113) (Total Sheets <u>9</u>)						
5	Oath or Declaration (Total Pages)						
	a Newly Executed (Original or Copy)						
	b Copy from a Prior Application (37 CFR 1.63(d)) (for Continuation/Divisional with Box 17 completed)						
	i <u>DELETIONS OF INVENTOR(S)</u> Signed statement attached deleting inventor(s) named in the prior application, see 37 CFR 1.63(d)(2) and 1.33(b).						
	c Unsigned.						
6.	Application Data Sheet. (37 CFR 1.76)						
7.	CD-ROM or CD-R in duplicate, large table or Computer Program (Appendix)						
8. (if applicable, a.	Nucleotide and/or Amino Acid Sequence Submission all necessary) Computer Readable Form (CRF)						
b	Specification Sequence Listing on: iCD-ROM or CD-R (2 copies); or ii paper Statement verifying identity of above copies						
<u> </u>	ACCOMPANYING APPLICATION PARTS						

9.	Assignment Papers (cover sheet & documents(s)) a. Separate 37 CFR 3.73(b) Statement (where there is an assignee)
	b. Power of Attorney
11.	English Translation Document (if applicable)
12.	a. Information Disclosure Statement (IDS)/PTO-1449
	b. Copies of IDS Citations
13.	Preliminary Amendment
14. <u>X</u>	Return Receipt Postcard (MPEP 503) (Should be specifically itemized)
15	Certified Copy of Priority Document(s) (if foreign priority is claimed)
16. <u>X</u>	Request and Certification under 35 U.S.C. 122(b)(2)(B)(i). Applicant must attach form PTO/SB/35 or its equivalent.
17. <u>X</u>	Other: Certificate of mailing with copy of return postcard signed by attorney
18A. If a	CONTINUING APPLICATION, check appropriate box and supply the requisite information:
Applicant For CONT oath or de continuat relied upo 18B. Sta The assignee recorded	Continuation Divisional Continuation-in-part (CIP) r Application No.: Examiner Group Art Unit a continuation/ divisional/ CIP of prior application no, a continuation/ divisional/ CIP of prior application no, continuation/ divisional/, continuation/ divisional/, continuation/, continuation/
19. (Correspondence Address
0	Customer Number or Bar Code Label (Insert Customer No. or Attach Bar Code Label here) Correspondence Address Below
NAME _	Kenneth B. Paley
	BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP
ADDRES	SS 12400 Wilshire Boulevard
	Seventh Floor
CITY <u>Lo</u>	os Angeles STATE California ZIP CODE 90025-1026
Country	U.S.A. TELEPHONE (408) 720-8300 FAX (408) 720-9397
Name (Pi	RINT/TYPE): Kenneth B. Paley Registration No.: 38,989
Signature	102

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REQUEST AND CERTIFICATION UNDER 35 U.S.C. 122(b)(2)(B)(i)

application not be published under 35 U.S.C. 122(b), the application will be scheduled for publication at

If applicant subsequently files an application directed to the invention disclosed in the attached application in another country, or under a multilateral international agreement, that requires publication of applications eighteen months after filing, the applicant **must** notify the United States Patent and Trademark Office of such filing within forty-five (45) days after the date of filing of such foreign or international application. **Failure to do**

eighteen months after the earliest claimed filing date for which a benefit is claimed.

so will result in abandonment of this application (35 U.S.C. 122(b)(2)(B)(iii)).

Title CONFIRMATION OF DISPLAYS FOR TARGETED USER COMMUNITIES

First Named Inventor Fuad Rashid

Send to: Assistant Commissioner for Patents, Washington, D.C. 20231

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102	80	202	40		ent claims in exc	cess of 3				
104	270	204	135		dependent claim					

**Reissue independent claims over original patent

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**Reissue claims in excess of 20 and over original patent

SUBTOTAL (2) \$ 558.00

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FEE CALCULATION (continued)

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3.	ADDITIO	NAL FEE	S	
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105	130	205	65	Surcharge - late filing fee or oath
127	50	227	25	Surcharge - late provisional filing fee
				or cover sheet
139	130	139	130	Non-English specification
147	2,520	147	2,520	For filing a request for ex parte reexamination
112	920*	112	920*	Requesting publication of SIR prior to
				Examiner action
113	1,840*	113	1,840*	Requesting publication of SIR after
				Examiner action
115	110	215	55 405	Extension for reply within first month
116	390	216	195	Extension for reply within second month
117	890 4 300	217 218	445 695	Extension for reply within third month Extension for reply within fourth month
118 128	1,390 1,890	218	945	Extension for reply within forth month
119	310	219	155	Notice of Appeal
120	310	220	155	Filing a brief in support of an appeal
121	270	221	135	Request for oral hearing
138	1,510	138	1,510	Petition to institute a public use proceeding
140	110	240	55	Petition to revive – unavoidable
141	1,240	241	620	Petition to revive - unintentional
142	1,240	242	620	Utility issue fee (or reissue)
143	440	243	220	Design issue fee
144	600	244	300	Plant issue fee
122	130	122	130	Petitions to the Commissioner
123	50	123	50	Processing fee under 37 CFR 1.17(q)
126	180	126	180	Submission of Information Disclosure Stmt
581	40	581	40	Recording each patent assignment per
446	740	246	355	property (times number of properties) For filing a submission after final rejection
146	710	246	333	(see 37 CFR 1.129(a))
149	710	249	355	For each additional invention to be examined
149	110	443	JJJ	(see 37 CFR 1.129(b))
179	710	279	355	Request for Continued Examination (RCE)
169	900	169	900	Request for expedited examination of a design
	300	. 50	300	application
195	300	195	300	Publication fee for early, voluntary, or normal
				publication
196	300	196	300	Publication fee for republication
194	130	194	130	Request for voluntary publication or republication
098	130	098	130	Processing fee under 37 CFR 1.17(i)
091	1,240	091	1,240	Acceptance of unintentionally delayed claim for priority
Other	fee (speci	ify)		
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SUB	MITTED B	<u>BY</u> :		
Туре	d or Print	ed Name	E A Kenr	neth B. Paley
Sign	ature:	funt	Sely	Date: 18,2001
Reg.	Number:	38,989	9	Telephone Number: 425-827-8600

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

Our Reference: 005306.P022

20231

CONFIGURATION OF DISPLAYS FOR TARGETED USER COMMUNITIES

Inventors: Fuad Rashid; Jesse Ambrose; Domingo Mihovilovic; Peter Thorson; and Robert Cram

Respectfully submitted,

BLAKELY SOKOLOFF TAYLOR & ZAFMAN LLP

Kenneth B. Paley Reg. No. 38,989 "Express Mail" mailing label number: _EL429890661US

I hereby certify that I am causing this paper or fee to be deposited with the United States Postal Service "Express Mail Post Office to Addressee" service on the date indicated above and that this paper or fee has been addressed to the Assistant Commissioner for Patents, Washington, D. C.

Sharon Farnus

Date of Deposit: June 18, 2001

Application - Utility (_36 pgs., with cover and abstract) Application - Rule 1.53(b) Continuation (pgs.) Application - Rule 1.53(b) Divisional (pgs.) Application - Rule 1.53(b) Divisional (pgs.) Application - Rule 1.53(b) CIP (pgs.) Application - Rule 1.53(b) CIP (pgs.) Petition for Extension of Time	(Typed by printed name of person (Signature of person mailing par	on mailing paper or/fee
BSTZ File No.:	Client: Siehel Systems, Inc.	
 □ Amendment/Response (pgs.) □ Appeal Brief (pgs.) (in triplicate) □ Application - Utility (_36 pgs., with cover and abstract) □ Application - Rule 1.53(b) Continuation (pgs.) □ Application - Rule 1.53(b) Divisional (pgs.) □ Application - Rule 1.53(b) CIP (pgs.) □ Application - Rule 1.53(b) CIP (pgs.) □ Petition for Extension of Time Check No Amt: \$1,268.0 Check No Amt: 	BSTZ File No.: _005306 .P022 Date Mailed: _June_18 , 2001	Atty/Secty Initials: KBP/sef/paj Docket Due Date: ***
Application - Rule 1.53(b) CIP (pgs.) Petition for Extension of Time	Amendment/Response (pgs.) Appeal Brief (pgs.) (in triplicate) Application - Utility (6 pgs., with cover and abstract)	Express Mail No.: <u>EL429890661</u> US ■ Check No. <u>1346</u> ☐ Month(s) Extension of Time
Application - Rule 1.53(d) CPA Transmittal (pgs.) Application - Design (pgs.) Petition for Postcard	Application - Rule 1.53(b) CIP (pgs.) Application - Rule 1.53(d) CPA Transmittal (pgs.)	Petition for Extension of Time Petition for
□ Application - PCT (pgs.) □ Power of Attorney (pgs.) □ Application - Provisional (pgs.) □ Preliminary Amendment (pgs.) □ Assignment and Cover Sheet □ Reply Brief (pgs.) ■ Certificate of Mailing □ Response to Notice of Missing Parts	Application - Provisional (pgs.) Assignment and Cover Sheet	Preliminary Amendment (pgs.) Reply Brief (pgs.)
□ Declaration & POA (pgs.) □ Disclosure Drawings: _9_# of sheets includes _10 figures □ Other: Certificate of Mailing With Copy of Return Postcard Signed	Disclosure Ducs & Orig & Copy of Inventor's Signed Letter (pgs) Drawings:9# of sheets includes10_ figures	Transmittal Letter, in duplicate Fee Transmittal, in duplicate

Request and certification under 35 USC 122(b)(2)(B)(i)